

Task Overview

You are given corporate statements describing initiatives or commitments related to Corporate Social Responsibility (CSR). Your goal is to classify each statement into one of three categories that reflect the degree of authenticity and substance in their claims.

The labels are:

- Label 1–Genuine Impact-Driven**
- Label 2–Mixed (Real Impact but PR-heavy)**
- Label 3–Pure Greenwashing**

Annotation Unit:

Annotation is performed at the paragraph or sentence level, depending on how CSR content is structured in the source. We have manually extracted CSR relevant statements from bigger corporate reports and public disclosures, as these documents often contain irrelevant financial, marketing, or operational information. Only statements that explicitly pertain to sustainability, ethics, or social responsibility have been included for annotation.

Information on how to assign labels is given below.

Label 1: Genuine Impact-Driven

Definition:

The CSR statement reflects a sincere, substantial, and well-documented effort toward environmental, social, or ethical responsibility. The company clearly communicates what was done, how it was done, and the actual impact.

Core Criteria:

A statement should be labeled Genuine Impact-Driven if most or all of the following are true:

- ***Action-Oriented:*** *The company clearly states what it did, not just what it believes or plans to do.*
- ***Quantitative Measures:*** *The impact is measured or quantified using numbers, percentages, dollar amounts, or timelines.*
- ***Verification:*** *There is external validation, such as third-party audits, independent reports, or collaborations with known NGOs.*
- ***Accountability:*** *The company commits to reporting outcomes or sets measurable, time-bound goals.*
- ***Minimal self-promotion:*** *The tone is objective and focused on outcomes, not brand image.*

Linguistic Markers:

- *Mentions of "reduced by X%", "achieved carbon neutrality", "in partnership with [NGO]"*
- *Specific metrics: "planted 10,000 trees," "invested \$3 million," "diverted 40% of waste"*
- *Acknowledgment of challenges or room for improvement is a plus, not a minus (it shows honesty).*

Common Pitfalls:

- *A statement can mention numbers and still be greenwashing if the numbers are vague or unverifiable ("we reduced impact significantly" without saying how).*
- *Just using big terms like "carbon neutral" is not enough—look for the how.*

Examples:

1. *“In 2023, we installed 15,000 solar panels at our manufacturing facility, reducing annual CO₂ emissions by 30%, as verified by EnergyTrust.”*
 - a. ***Label:****1-Genuine Impact Driven*
 - b. ***Reason:****Specific action, quantifiable results, third-party verification.*
2. *“We diverted 80% of our packaging waste from landfills through a closed-loop recycling program and plan to publish a full sustainability audit in 2024.”*
 - a. ***Label:****1-Genuine Impact Driven*
 - b. ***Reason:****Clear strategy and accountability.*

Label 2: Mixed (Real Impact but PR-heavy)

Definition:

The statement references real initiatives or actions but is diluted by vague, promotional, or exaggerated language. It lacks either context, clarity, or measurable evidence, making it hard to evaluate the full extent of authenticity.

Core Criteria:

Assign this label when some real action is present, but the statement:

- *Lacks complete clarity or quantification*
- *Embeds the action within heavily promotional or aspirational language*
- *Uses vague or broad descriptions alongside real initiatives*
- *Mentions progress, but with limited transparency or missing context*

This label captures the gray area between sincerity and marketing.

Linguistic Markers:

- *Buzzwords paired with vague context: “We’re leading the green revolution...”*
- *Real-sounding phrases but no metrics: “taking steps toward sustainability,” “reducing our footprint”*
- *Future-oriented actions without clear present progress*

Common Pitfalls:

- *If a statement sounds too polished or corporate-speak heavy, but includes some real data or efforts, it likely belongs here.*
- *Avoid assigning “Mixed” when there is no evidence of action — that’s likely Label 3.*

Examples:

1. *“Our packaging is now made from recycled materials, and we are continuously striving to lead the industry in eco-innovation.”*
 - a. ***Label:***2-Mixed (Real Impact but PR-heavy)
 - b. ***Reason:***Mentions a real initiative, but lacks impact measurement and is promotional.
2. *“We are committed to becoming a carbon-neutral company and have launched various sustainability initiatives to reduce our emissions.”*

- a. **Label:** 2-Mixed (Real Impact but PR-heavy)
- b. **Reason:** Shows intent and effort, but it's vague about what those initiatives actually are.

Label 3: Pure Greenwashing

Definition:

The CSR statement lacks meaningful substance and serves primarily as an image-enhancing tool. The language is ambiguous, unverified, and intentionally misleading or evasive, with no indication of real action or accountability.

Core Criteria:

Label a statement as Pure Greenwashing if:

- *It contains vague, empty, or unverifiable claims*
- *It emphasizes brand values without supporting actions*
- *It includes aspirational or symbolic gestures not backed by substance*
- *It uses sustainability as a marketing hook rather than describing change*
- *No third-party verification or specific outcomes are mentioned*

Linguistic Markers:

- *“We believe in sustainability.”*
- *“We are passionate about the planet.”*
- *“We are exploring ways to reduce our footprint.”*
- *Empty environmental buzzwords: “eco-conscious,” “planet-first,” “green”*

Common Pitfalls:

- *Statements that look good on the surface may still be deceptive. Ask: “What exactly did they do?” If that’s unclear, it’s likely greenwashing.*
- *A CSR statement with only future promises, no data, and no past performance = Label 3.*

Examples:

1. *“We care about the Earth and are always looking for ways to go green.”*
 - a. ***Label:3-Pure Greenwashing***
 - b. ***Reason:*** *No actionable detail or evidence.*
2. *“Our brand has always stood for sustainability, and we remain committed to making a positive impact.”*
 - a. ***Label:3-Pure Greenwashing***
 - b. ***Reason:*** *Pure values language with no substance.*